

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
Stephen DULL et al.	)	Group Art Unit: 3624
	)	
Application No.: 10/804,720	)	Examiner: Brandi P. PARKER
	)	
Filed: March 19, 2004	)	
	)	
For: BRAND VALUE MANAGEMENT	)	Confirmation No.: 7513
	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTERVIEW SUMMARY**

Applicant would like to thank the Examiner for her time during a telephonic interview on August 25, 2010. As discussed in the interview and indicated in the Examiner's Interview Summary and Notice of Allowance, claims 1, 9, 27, and 29 were discussed and the Examiner was authorized to amend claims 1, 5, 9, 13-14, 27 and 29-30 by way of an Examiner's Amendment.

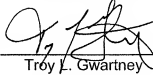
Please grant any additional extensions of time required to enter the attached reply and charge any additional required fees to Deposit Account 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: December 3, 2010

By:

A handwritten signature in black ink, appearing to read 'Troy L. Gwartney', is written over a horizontal line.

Troy L. Gwartney  
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